

IN THE CLAIMS:

1. (Currently Amended) A method for providing supplementary product sales to a customer, comprising:
receiving from a first merchant a purchase having at least one purchase parameter;
determining a supplementary product from a second merchant to offer to the customer based on the at least one purchase parameter, the supplementary product having associated therewith an adjustment value;
performing a comparison to establish whether a financial account may be debited an amount based at least in part on the adjustment value;
transmitting a product identifier for specifying the supplementary product;
receiving a selection signal indicative of whether the supplementary product is accepted;
and
if the selection signal indicates that the supplementary product is accepted,
adjusting a balance of [a] the financial account in dependence on the adjustment value.

Claims 2-62 (Canceled)